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Keep Your Banker Happy Workers “*DESERT CLIMATE ROSES*”



WE ARE great believers in luck, but it's luck spelled with "p"
The harder we *work* the greater so-called "luck" we seem to have.

In plant, in office, and out in the field, we are putting forth extra efforts to maintain a high standard of service. We *work* to do this.

Not long ago we completed the new packing house and cellars, in this *working* endeavor to give you service.

We are growing and as the business grows, we want the business friendships to grow too; therefore it is our desire to *work* for your interests in every way.

Have you any Rose-Bush troubles? If so write and give us an opportunity to help you find the right solution. Maybe we can *work* it out. It also helps when you tell us when you are pleased with the plants we have sent; already we have quite a complete file of kind-words.

The Own-Root Roses we have grown for years are the most profitable you can handle. Our output multiplies each year, the best possible proof of their superiority.

We are offering a few varieties root-grafted, such as do not propagate readily, using a small piece of the root of Gloire des Rosemenes, commonly called Ragged Robin. Only a very short piece of the root is used which positively insures them against throwing root-suckers. Ragged Robin is a hardy rose we have known intimately the past twenty-five years and we think there is no better root stock for Hybrid Teas and kindred sorts.

The general assortment this year is better than ever before, and we believe the same may be said about quality.

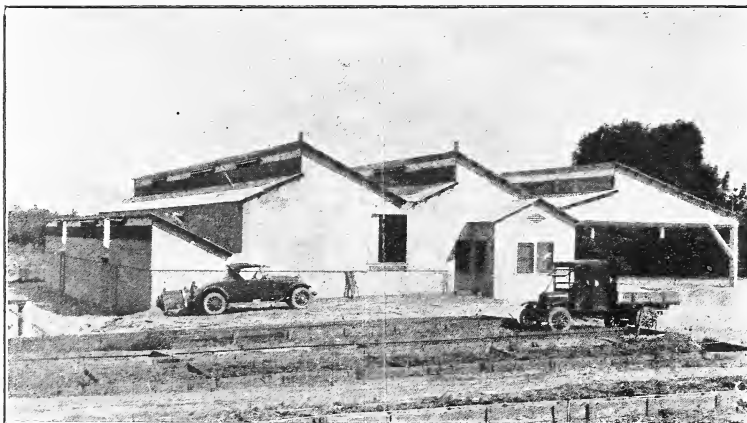
HOWARD ROSE COMPANY

HEMET, CALIFORNIA

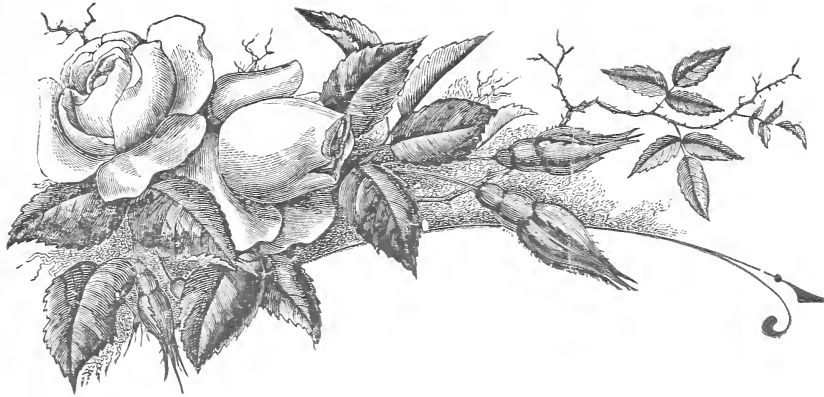
A TEN YEAR ADVANCE



1914—Our complete cellars and packing house 10 years ago.



1924—A modern house, with cellars in basement, over ten times as large as one above. The floor vents with stacks permit frequent change of air and the elevation at Hemet gives many frosty nights in winter—all good storage conditions.



November 10
1924

List Revised to Date

NUMBER 1 GRADE—Teas and Hybrid Teas, 18 inches and up to 24 inches. Climbers and Hybrid Perpetuals, 24 inches and up to 30 inches. Order in multiples of ten. Ten or more at these prices.

NUMBER 1½ GRADE—Teas and Hybrid Teas, 12 inches and up to 18 inches. Climbers and Hybrid Perpetuals, 18 inches and up to 24 inches. Order in multiples of ten. Ten or more at these prices.

(Prices Subject to Change Without Notice)

IN BUNDLES OF TEN

No. 1 No. 1½
Each Each

*Admiral Ward, HT., velvety crimson.....	24c	17c	Baby George Elger—See George Elger		
*America, HT., peach pink.....	24c	17c	Baby Jessie, P., bright cherry crimson.....	30c	20c
American Beauty, HP., red to crimson.....	24c	17c	Baby Joan d'Arc, P., pure white.....	20c	15c
Anna de Diesbach, HP., carmine pink.....	24c	17c	Baby La Marne, P., salmon-rose.....	24c	17c
Anna Mueller—See Baby Anna Mueller			Baby Harriot—See Baby Etoile Luisante		
*Annie Laurie, HT., Flesh pink to Golden	35c	25c	Baby Gouchalt, P., bright vermillion red	24c	17c
*Angelus, HT., pure white.....	24c	17c	Baby Mme. N. Levvasasseur, P., crimson....	30c	20c
Antoine Rivoire, HT., rose-flesh.....	20c	15c	Baby Orleans, P., bright geranium pink....	24c	17c
Baby Anna Mueller, P., pink.....	24c	17c	Baby Phyllis, P., carmine pink.....	24c	17c
Baby Catherine Zeimet, P., white.....	24c	17c	Baby Rambler—See Mme. M. Levvasasseur		
Baby Cecil Brunner—See Mme. C. Brunner			Balduin—See Helen Gould		
Baby Doll, yellow, edged pink.....	30c	20c	Baroness de Rothschild, HP., pink.....	24c	17c
Baby Dorothy, P., pink.....	24c	17c	Bessie Brown, HT., creamy white.....	20c	15c
Baby Echo, P., rose-flesh.....	24c	17c	Betty, HT., coppery rose over gold.....	20c	15c
Baby Edith Cavell, P., deep crimson.....	30c	20c	Black Prince, HP., dark crimson.....	24c	17c
Baby Ellen Paulson, P., dark pink.....	24c	17c	British Queen, HT., white tipped rose.....	20c	15c
Baby Etoile Luisante, P., shrimp pink.....	24c	17c	Candeur Lyonnaise, HP., white.....	24c	17c
Baby Eugene Lamesch, P., orange to rose..	30c	20c	Captain Christy, HP., silver pink.....	20c	15c
			Captain F. Bald, HT., crimson to scarlet....	35c	25c
			Captain Hayward, HP., crimson.....	20c	15c
			Catherine Zeimet—See Baby Cath. Zeimet..		
			Chas. R. Douglas, HT., intense scarlet.....	30c	20c
			*Cheerful, HT., pink	35c	25c
			Clara Watson, HT., flesh tinted rose.....	20c	15c
			Clio, HP., flesh, center shaded pink.....	24c	17c
			Clothilde Soupert, P., white.....	20c	15c
			Col. Oswald Fitzgerald, HT., velvety crimson	35c	25c
			*Columbia, HT., pink	24c	17c

Columbia Silver, HT., deep silver pink	75c	50c	Gen. Sup. A. Janssen, HT., deep carmine.	20c	15c
*Commonwealth, HT., deep solid pink.	30c	20c	General Washington, HP., red.	24c	17c
Conrad F. Meyer, HP., deep, intense pink.	20c	15c	Gladys Holland, HT., buff pink.	24c	17c
*Constance, HT., yellow	35c	25c	Gloire de Margottin, HP., scarlet.	20c	15c
Coquette des Alps, HP., white.	24c	17c	Gloire des Rosomanes—See Ragged Robin		
Count. Clanwilliam, HT., peach pink to red.	20c	15c	Gruss an Teplitz, C., bright scarlet.	20c	15c
Countess of Gossford, HT., salmon pink.	20c	15c	H. V. Machin, HT., intense dark scarlet.	30c	20c
*Count. de Cassagne, HT., cop'y pink	35c	25c	Hadley, HT., velvety crimson.	20c	15c
*Count. Warwick, HT., lt. yellow, edged pink	30c	20c	*Hadley, HT., velvety crimson.	20c	15c
*Count. Warwick, HT., lt. yellow to pink.	30c	20c	Harry Kirk, HT., sulphur yellow.	24c	17c
Covent Garden, HT., deep rich red.	35c	25c	Heinrich Munch, HP., soft pink.		17c
Crimson Queen, HT., crimson.	20c	15c	Helen Gould, HT., red.		15c
Crusader, HT., velvety crimson.	20c	15c	Henriette, HT., orange red.	24c	17c
Daily Mail—See Mme. Edouard Harriott			Hermosa, C., pink.	20c	15c
Dorothy Page Roberts, HT., copper pink.	24c	17c	His Majesty, HP., crimson.	20c	15c
Duc d'Roan, HP., crimson.	20c	15c	*Hoosier Beauty, HT., crimson	35c	25c
Duchess of Albany, HT., red La France.	20c	15c	Hortulanus Budde, HT., carmine red.	30c	20c
Duch. de Brabant, T., pink.	20c	15c	Hugh Dickson, HT., crimson scarlet	24c	17c
Duch. Wellington, HT., saffron, tipped crim.	20c	15c	Hugonis, lemon yellow.	60c	30c
Ecarlate, HT., scarlet red.	20c	15c	Irish Fireflame, HT., copper yellow.	30c	20c
Echo—See Baby Echo			*Irish Fireflame, HT., copper yellow.	30c	20c
Edel, HT., pure white, ivory base.	24c	17c	Janet, HT., golden ochre.	35c	25c
Edith Cavell—See Baby Edith Cavell			J. B. Clark, HP., deep rich scarlet.	24c	17c
Edith Part, HT., rosy red, coppery base.	20c	15c	Jessie—See Baby Jessie		
Edward Mawley, HT., crimson.	20c	15c	Joan d' Arc—See Baby Joan d' Arc		
Ellen Paulson—See Baby Ellen Paulson			John Hopper, HP., rose.	20c	15c
Esme, HT., creamy white, flushed carmine.	30c	20c	Jon. J. L. Mock, HT., light cherry red.	20c	15c
Etoile de France, HT., velvety crimson.	20c	15c	Jubilee, HP., crimson maroon.	20c	15c
Etoile Luisante—See Baby Etoile Luisante			*Juliet, AB., gold to red.	30c	20c
Eugene Furst, HP., crimson.	24c	17c	K. of K., HT., pure scarlet.	24c	17c
Eugene Lamesch—See Baby E. Lamesch			Kaiserin A. Victoria, HT., cream-white	24c	17c
Evelyn, HT., soft pink, yellow base.	24c	17c	*Kaiserin A. Victoria, HT., cream-white	24c	17c
F. J. Grootendorst, H. Pol., red	40c	30c	Killarney Brilliant, HT., deep crimson.	20c	15c
Fischer Holmes, HP., crimson.	24c	17c	Killarney Double White, HT., white.	24c	17c
Francois Levet, HP., deep rose.	20c	15c	Killarney Pink, HT., shell pink.	20c	15c
Frank W. Dunlop, HT., clear dark pink.	20c	15c	Killarney White, HT., white.	24c	17c
Frau K. Druschki, HP., white.	24c	17c	King George V., HP., blackish crimson.	20c	15c
George Arends, HP., pink.	24c	17c	Lady Ashtown, HP., pink.	20c	15c
George Dickson, HP., velvety crimson.	24c	17c	Lady Battersea, HT., cherry red.	20c	15c
George Elger, P., clear yellow.	24c	17c	Lady Hillingdon, T., orange yellow.	20c	15c
General Jacqueminot, HP., crimson.	24c	17c	Lady Ursula, HT., flesh pink.	20c	15c
General McArthur, HT., bright scarlet.	20c	15c	La Detroit, HT., pink.	20c	15c

La France, HT., silver pink.....	20c	15c	Mrs. Chas. Lamplough, HT., lemon cream....	35c	25c
La Marne—See Baby La Marne			*Mrs. Chas. Lamplough, HT., lemon cream..	35c	25c
Laurent Carle, HT., deep rosy carmine....	20c	15c	Mrs. Henry Morse, HT., bright rose	35c	25c
*Lillian Moore, HT., yellow.....	35c	25c	*Mrs. Henry Winnett, HT., crimson.....	20c	15c
*Los Angeles, pink to coral and gold.....	35c	25c	Mrs. John Laing, HP., soft pink.....	24c	17c
*Louise C. Breslau, AB., copper orange....	30c	20c	Mrs. P. L. Baudett, HT., carmine rose.....	24c	17c
Magna Charta, HP., bright rose.....	20c	15c	Mrs. Taft—See Antoine Rivoire		
*Marjory Buckley, HT., buff ochre.....	35c	25c	Old Gold, HT., reddish orange.....	30c	20c
Maman Cochet, T., pink shaded salmon....	20c	15c	*Old Gold, HT., reddish orange.....	30c	20c
*Maman Cochet, T., pink shaded salmon....	20c	15c	Ophelia Golden, HT., yellow.....	30c	20c
Maman Cochet White, T., white to rose....	20c	15c	*Ophelia Golden, HT., yellow.....	30c	20c
*Maman Cochet White, T., white to rose....	20c	15c	Ophelia Pink, HT., salmon flesh.....	24c	17c
Mary Count, Ilchester, HT., crimson....	20c	15c	Ophelia Supreme, HT., salmon pink.....	20c	15c
*Miss Amelia Gude, HT., yellow to orange..	35c	25c	Orleans—See Baby Orleans		
*Miss Lolita Armour, HT., pink to yellow..	35c	25c	Othello, HP., crimson to maroon	20c	15c
Miss Wilmot, HT., creamy white.....	20c	15c	Papa Goniter, HT., rosy crimson.....	20c	15c
Mme. Able Chatenay, Crimson, HT.....	20c	15c	Paul Neyron, HP., deep rose.....	20c	15c
Mme. Able Chatenay, Pink, HT.....	20c	15c	Perle d'Or, P., Nankeen yellow.....	20c	15c
Mme. Butterfly, HT., salmon pink.....	24c	17c	Phyllis—See Baby Phyllis		
*Mme. Butterfly, HT., salmon pink.....	24c	17c	*Premier, HT., deep rose	35c	25c
Mme. Cecil Brunner, P., pink to salmon....	24c	17c	President Taft, HT., pink.....	20c	15c
Mme. Cecil Brunner, P., rose color.....	20c	15c	President Wilson, HT., salmon pink.....	35c	25c
Mme. Cecil Brunner, P., white.....	20c	15c	Prince C. de Rohan, HP., dark maroon....	24c	17c
Mme. Chas. Wood, HP., cherry red.....	20c	15c	Prince de Bulgarie, HT., flesh to copper....	20c	15c
Mme. Caroline Testout, HT., clear pink....	20c	15c	Prince E. C. de Arenberg, HT., scarlet....	20c	15c
Mme. Caroline Testout, White, HT.....	20c	15c	Queen Beatrice, HT., pink.....	20c	15c
Mme. Edouard Harriot, HT., red to copper... 35c	25c		Radiance Pink, HT., rosy opaline pink....	20c	15c
*Mme. Edouard Harriot, HT., red to copper.. 35c	25c		Radiance Red, HT., crimson.....	24c	17c
Mme. Jenny Gillemot, HT., saffron.....	20c	15c	Ragged Robin, crimson.....	20c	15c
Mme. Jules Gouchalt—See Baby Gouchalt.			Rainbow, T., cherry-red striped.....	20c	15c
Mme. Jules Grolez, HT., bright rose.....	20c	15c	Red K A Victoria—See Mme. Jules Grolez		
Mme. Leon Pain, HT., silver pink.....	20c	15c	Red La France—See Duch Albany.....		
Mme. Norbert Lavavesseur—See Baby			Red Letter Day, HT., velvety scarlet.....	20c	15c
Mme. Pernet-Ducher, HT., yellow.....	20c	15c	Red Radiance—See Radiance Red		
Mme. Plantier, HP., pure white.....	20c	15c	*Rose Marie, HT., watermelon red.....	20c	15c
Mrs. Aaron Ward, HT., Indian-yellow.....	30c	20c	Safrano, T., saffron	20c	15c
*Mrs. Aaron Ward, HT., Indian-yellow.....	30c	20c	Sensation, HT., crimson.....	75c	50c
Mrs. A. R. Waddell, HT., reddish saffron....	20c	15c	Shell Pink Radiance—See Mrs. Charles Bell		
Mrs. Calvin Coolidge, golden yellow	75c	50c	Silver Columbia—See Columbia Silver		
Mrs. Chas. Bell, HT., light shell pink.....	20c	15c	Sir Thos. Lipton, R., pure white.....	20c	15c
Mrs. Chas. Russell, HT., rosy pink.....	24c	17c	*Soliel d'Or, AB., yellow	30c	25c
Mrs. H. R. Darlington, HT., creamy yellow..	35c	25c	*Souv. de Claudius Pernet, AB., yellow....	75c	50c

